

The Extended Components of Service Marketing Mix and Its Effects on Garment Customer Satisfaction in Banks

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ARTICLE INFO

Article History:

Received: 21st November 2021

Accepted: 27th February 2022

Keywords:

Bangladesh,
Commercial Banks,
Marketing Mix,
Customer Satisfaction.

JEL Classification:

G21

ABSTRACT

Purpose: The only objective of this research is to look at how extended components of the marketing mix in commercial banks affect garment customer satisfaction in Bangladesh.

Methodology: A descriptive research approach was used to conduct the study. Hypotheses derived from a conceptual framework were also put to the test to see if the effects of extended marketing mix components on garment customer satisfaction could be proven. A constructed questionnaire was employed in the survey section of the analysis to execute a simple random sampling technique over 196 respondents who were garment customers. The hypotheses were tested using correlation and regression analysis in this study.

Findings: The findings showed that the latent variables under the construct factor- 'Process' is very influential driver of the extended components of the marketing mix and acts as a significant instrument along with other extracted variables to garment customer satisfaction for the commercial banks in Bangladesh.

Practical Implications: The findings would clearly help bank management with a clearer understanding about the important attributes of the extended components of marketing mix of banks and their effects to develop more precise marketing strategies needed to increase more satisfaction for the profitable segment of garment customers.

Originality: This is one of the pioneer studies in this field, to the best of the authors' knowledge, to find out congruent attributes of extended components of marketing mix in rendering bank services to garment customers' satisfaction.

Limitations: The study focuses only some commercial banks ignoring all other types of banks operating in Bangladesh.

1. Introduction

Bangladesh is a fast growing economy basically powered by the readymade garments (RMG) industry which has tried hardly promoting the country to become a middle income one in the world through the branding 'Made in Bangladesh'. Bangladesh, which was once termed by cynics a "bottomless basket" has now become a "basket full of wonders." The country with its limited resources has been maintaining 6% annual average GDP growth rate and has brought about remarkable social and human development (BGMEA, Report 2020). The RMG industry is obviously one of the life lines of Bangladesh economy, sharing a major part of the country's export earnings (Islam, Rakib & Adnan, 2016). The annual turnover of the readymade garments (RMG) industry in Bangladesh is now valuing 27949.19 million USD; it employs approximately 4.4 million people, whose salaries and export-import transactions are handled through a banking system. As a result, the satisfaction of a garment customer of this area is considered as the essence of success by the banks. The client is the most important resource in business processes, and the company's success is dependent on maintaining positive customer connections, as acquiring new customers is expensive (Khatab, Esmael & Othman, 2019). Customer happiness is viewed as a tactical obstacle

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for companies seeking to maintain and improve their competitive market position (Harun, Mahmud, Othman, Ali, & Ismael, 2020).

Therefore, the success of a commercial bank in this location depends mainly on its ability to complete more and more garment related transactions. So, the rapid expansion of this export-oriented industry has given the banks particularly located in Dhaka and its surrounding area a new landscape of booming rather than the banks of another area. Previously, banks had access to a protected market. Banks were exposed to free market competition, increasing technology sophistication, and shifting consumer dynamics after economic liberalization (Melewar, & Storrie, 2001). Because every public and private commercial bank branch is located in this area and offers nearly identical products and services. Distinct banks provide different benefits by offering unique product that cater to garment customers' needs. In terms of service delivery, however, there are only a few fundamental distinctions found between them. Consequently, the relevance of expanded components of marketing mix strategy has sparked a surge of interest among banks looking to achieve the maximum degree of possible customer satisfaction, allowing them to remain competitive over time (Kaur & Kiran, 2015). As a result, the extended components of marketing mix have become an important phenomenon in an increasingly competitive banking environment today. Managing services is, in some ways, more difficult than managing products. A service is significantly more difficult to standardize than a product because there are more input components, such as physical evidence, process, and people (Gronroos, 2011). There is evidence that managing the marketing mix (product, price, place, and promotion) is less important than managing interactive marketing elements, such as people, processes, and physical evidence (O'Malley & Tynan, 2008). A marketing mix, on the other hand, does not result in a single marketing 'P' plan. It might be the simultaneous interaction of all seven P's constituents. It further said that because to differences in cultural, social, economic, and legal circumstances, these blending may not be applicable to other nations (Rao & Sharma, 2010). The position of service marketing mix as a single construct has been confusing and poorly described in previous studies (Khatab, Esmaeel & Othman, 2019). Thus, a set of marketing mix in service (blending of marketing mix) for banks that play a large role in customer satisfaction in one country may be minimal in another. An efficient marketing mix approach, according to Krasnikov et al., (2009), will help banks improve customer satisfaction while also enhancing efficiency and cutting expenses. So, in banking services, it is necessary to investigate the right services marketing mix plan for garment customers.

1.1 Objective of the Study

The overall objective of this research is to look into the effects of extended components of marketing mix in banks to increase garment customers' satisfaction in Bangladesh.

1.2 Significance of the Study

The effects of extended components of marketing mix on garment customers satisfaction at banking sector in Bangladesh is still in unveiling stages and further researches are needed to understand its potential fully. One of the issues facing marketing studies, according to a number of marketing experts, is the applicability of marketing models, theories, strategies and principles mainly established in the United States and Western countries context. So, there is a need to be validated it in other business cultures and nations like Bangladesh. They had even a disagreement on the degree

to which relationships between policy and success that can be generalized in a broader context. It may be insignificant and unknown for other business settings in a nation. It is noticed that very few studies are being reviewed continuously in this field particularly in Bangladesh's banking sector. Consequently, the issue of "the extended components of marketing mix in banks" has been given considerable attention in the view point of theoretical and managerial aspect by the researcher. Hence, on the basis of preceding discussion the aim of this study is to address the following questions:

1. Are the extended components of marketing mix applicable in banks to increase garment customers' satisfaction?
2. Is there a link between the extended components of marketing mix in bank and garment customer satisfaction?
3. Which extended components of the marketing mix for the banks have the greatest impact on garment customers' satisfaction?

2. Review of the Relevant Literature

Neil Borden first proposed the marketing mix concept in 1953, and then he wrote in 1964 an article about it based on "The Marketing Mix Concept". McCarthy (1978) then condensed Borden's marketing mix which is referred to as the "4Ps."- product, price, place, and promotion. Around the same time, alternative marketing mix, models were proposed. But, McCarthy's four Ps model has taken the lead in marketing thinking, especially in the context of product marketing (Gronroos, 2011). Since the marketing mix was created for the manufacturing industry, it was found that the conventional marketing mix was insufficient for service industry like banks (Kushwaha, & Agrawal, 2015). The traditional marketing mix does not meet the needs of service marketing, according to marketing practitioners in the service field (Othman et al., 2020). They found that certain important service characteristics exist, which have marketing implications (Rathmell, 1974). As an example, maintaining consistency in service is difficult due to a lack of standardization and inventories, patents, and transfers of services are often overlooked. In contrast to physical goods, services are fundamentally different (Othman et al., 2020). As a consequence, service-industry-specific marketing models and concepts must be created (Gronroos, 2011). Since then, the marketing mix for service marketing has developed beyond the 4Ps (Gronroos, 2011). The three additional Ps (people, process, and physical evidence) were added to resolve the marketing challenges.

2.1 Theoretical Framework and Hypotheses Development:

'The marketing mix in service'-(latent variables) provides individual customer with the useful insights of decision making to bank selection behavior which gets the banks to require integrated banking practices. So, the banks should realize how to win garment consumers' patronage and loyalty through service quality, addressing their needs, and delivering creative services via its organizational abstract thinking. It is an inevitable action for banks apprehending the care of garment customers to exist in the competitive market. From the view point of garment customers 'The extended components of marketing mix'- basically expresses the idea of forming expectations which act as a standard set up against the service performance or rendering service to be judged. Here, satisfaction of garment customers is viewed by banks one of the instruments that best explains

customer loyalty as a result of optimizing benefits while reducing costs. It is widely used as an assumption of this theoretical framework.

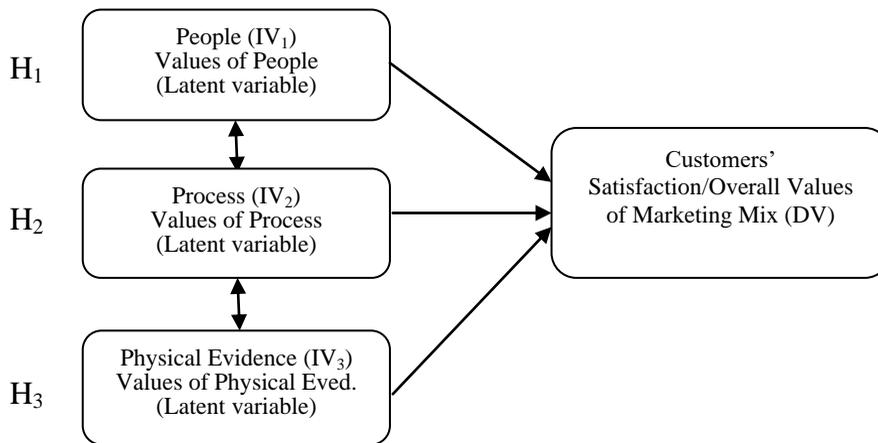


Figure 1. Interrelationship between the extended components of marketing mix and customer satisfaction
(Source: Lovelock, Services Marketing)

Based on the above figure it is formulated the following theoretical hypotheses:

The greater the ‘people’- attributes will be to garment customers’ needs; the greater will have garment customers' satisfaction levels.

The easier the ‘process’ – attributes will be to garment customers’ needs; the greater will have garment customers' satisfaction levels.

The pleasanter the ‘physical evidence’ - attributes will be to garment customers’ needs; the greater will have garment customers' satisfaction levels.

2.1.1 People, and Customer Satisfaction

The ‘P’, People, was introduced by Judd in 1987. He said that, like the other 4Ps, people power should be formalized, institutionalized, and controlled as a distinct component of the marketing mix in service. Employees, according to Judd, are the ones that represent the company to its customers. The entire marketing campaign would fail if these employees do not undergo instruction on how to manage face-to-face customer contact. A service company, according to Rajh and Doen (2009), is only as good as its employees. Service delivery can be a significant source of differentiation and competitive advantage (Kranias, & Bourlessa, 2013). A service is a performance, and it is always difficult to tell the difference between the people and the performance (Shanker, 2002). When a customer meets with a service employee in the banking industry, the customer service representative is often the first point of contact with the customer (Kumar, 2013). Therefore, the attention of bankers should be concentrated relating to employee service efficiency and continuous development of service efficiency (Jamal & Naser, 2002). It relates to the staff’ attitude, behavior, experience, confidence, courtesy, and eagerness to help consumers (Kushwaha, & Agrawal, 2015). Furthermore, customer-focused service staff who value personal attention, interpersonal care, willingness to help, politeness, and promptness are more likely to make a substantial contribution to the customer–

employee relationship's strength (Kushwaha, & Agrawal, 2015). Customer loyalty was significantly boosted by people, a component of the service marketing mix (Othman et al., 2019). Thus, based on the above reviews, it is hypothesized that:

H₁: 'People'-an extended component of marketing mix in banks, have a positive and significant effects on garment customers' satisfaction.

2.1.2 Process, and Customer Satisfaction

Processes define the architecture of services (Amin et al., 2013). The value proposition promised to consumers is created by the process. It defines the mechanism and sequence in which services are provided (Lovelock et al., 2001). Customers are an important part of the activity in high-contact services, and their experience is transformed by the process (Kushwaha & Agrawal, 2015). Poorly designed processes are likely to irritate customers because they often result in lengthy, stressful, bureaucratic, and low-quality service delivery (Lahteenmaki & Natti, 2013). Customers gain from the well-designed process because it ensures service availability, constant quality, and complete simplicity and convenience (Rathod, 2016). In the financial industry, the availability of advanced self-service technology has changed how banks communicate with their customers (Liljander et al., 2006). The financial services industry has used remote delivery networks such as the telephone or the internet to reach more customers, cut out intermediaries, minimize overheads, and increase profitability (Kivijarvi & Saarinen, 1995). Customers can also use their computers to access banking services from their homes, offices, and other locations (Hoehle et al., 2012). Banking procedures, on the other hand, should be simple and straightforward, as well as swift and dependable, and client-oriented (Ben, 2018). Customer satisfaction in banking services is largely dominated by the service rendering process (Shamah, 2013). According to Sohn and Tadisina (2008) ease of use and speed of delivery are also important dimensions of service quality for online financial services. Likewise, Ibrahim et al. (2006), convenience, precision, and ease of use are the most important factors in e-banking services. Except for the place and process, all aspects of the service marketing mix had a major impact (Hossain et al., 2020). Thus, based on the above discussion, it is hypothesized that:

H₂: 'Process'- an extended component of marketing mix in banks, has a positive and significant effects on garment customers' satisfaction.

2.1.3 Physical Evidence, and Customer Satisfaction

Customers are also unable to determine the quality of services because they are intangible. As a result, consumers use the service environment as a key indicator of quality (Shanker, 2002). Service environments, also known as servicescape or physical evidence, are the style and presentation of the physical surroundings, as well as other experiential elements encountered by customers at service delivery points (Alfakhri, et. al., 2018). Physical evidence must be carefully handled by service companies, since it can have a direct effect on consumers' perceptions. Buildings, landscaping, interior design, facilities, staff uniforms, signage, communication materials, and other recognizable signals are all indicators of a company's service quality (Islam, & Rahman, 2015). Physical evidence is also crucial to banks since it gives customers a visual representation of the service package (Mohammad, 2015). Only the location and physical evidence had a major impact on the student's pleasure (Basari et al., 2017). If a bank wishes to portray a user-friendly, high-tech, and

productive image, the branch infrastructure should have comfortable seats, pleasant lighting and temperature, modern computer systems, and network connectivity (Kushwaha, & Agrawal, 2015). Customers' views of the service provider and their behavioral intentions are affected by new networks with cutting-edge technology (Sohn & Tadisina, 2008). Thus, based on the above reviews, it is hypothesized that:

H₃: 'Physical Evidence'-an extended component of marketing mix in banks, has a positive and significant effects on garment customers' satisfaction.

3. Research Methodology

3.1 Research Design

The study investigated the relationship between extended marketing mix in banks and their influence on garment customer satisfaction. As a result, the study was taken a descriptive research technique. Testing was done to see if the theoretical relationship between extended marketing mix components and customer satisfaction could be justified using hypotheses drawn from a conceptual framework.

3.2 Data Sources

Both primary and secondary sources are used to outline the research objective. The secondary data sources such as scholarly journal reviews, reports, websites, as well as the government publications have contributed to prepare the theoretical part of the study.

3.3 Measurement and Scaling

A structured questionnaire is distributed among the garment customers as respondents using a survey method in order to gather primary data in accordance with the research objective. The questionnaire are arranged into three parts as follows: the aim of first part of the questionnaire sought to gain information relating to banking behavior of garment customers, second part designed for demographic information of the respondents and the final section of the survey asked respondents to rate the relative significance of the 17 (seventeen) variables derived from literature review that customers perceive as important attributes of the extended components of marketing mix. The data was collected between July and December 2020. The answers of the respondents are rated on a five-point Likert scale that ranges from 1 (strongly disagree) to 5 (strongly agree).

3.4 Sampling Design Process

3.4.1 Target Population Elements

The population of this study consists of the garment customers (both male and female) maintaining accounts in all the scheduled commercial banks which have got license under the Bank Company Act of 1991 (Amended up to 2013) to operate and obviously served the purpose of the study.

3.4.2 Sampling Units

Fundamental components of the study are public and private commercial banks in Bangladesh. The target population is all of the garment customers including garment factories (depositors, borrowers and general customers) of the selected 01 public (Rupali bank) and 03 private scheduled commercial

banks (National, Uttara, and AB Bank) in Bangladesh. The representative banks are selected because they have at least 100 branches each which almost poised the number of branches between public (583 branches) and private (559 branches) commercial banks.

3.4.3 Sampling Frame and Sampling Technique

For this analysis customers’ database housed in branches of selected banks was used as a sampling frame. A unique identification number is assigned to each element in the sampling fame. The respondent of the analysis is chosen using a simple random sampling technique. The samples to be used in the study are then chosen using a random numbers table.

3.4.4 Sample Size

The sample size was determined using the formula: $n = \{Z^2 \times P (1 - P)\}/e^2$ to arrive at the final number of respondents for the analysis. “The proportion sample size calculation technique” was used for the sample size. In its initial stage, 15 garment customers are select edrandomly and asked if they are aware of the extended components of marketing mix in banks. Since 85 percent of them responded that they were familiar with the idea, the population proportion P is estimated as 0.85. The calculated precision level e is ± 0.05 with 95% confidence level having critical value Z=1.96. The calculation has a sample size of 196. The formula used for dividing the sample size in each commercial bank is as follows:

$$n_i = \frac{N_i \cdot n}{\sum_{n=i}^{04} N_i} \tag{1}$$

Where,

n_i is the total number of proportionate samples from each selected bank.

N_i is the total number of branches of each selected commercial bank.

n is the total sample size (respondents to have been selected for the study)

According to this formula the samples of the research study are as follows:

Table 1. Distribution of Sample

Sl.	Selected Commercial Banks	Total Branches	No. of proportionate Sample
1	Rupali Bank Limited	583	100
2	National Bank Ltd.	213	37
3	Uttara Bank Ltd.	241	41
4	AB Bank Ltd.	105	18
Total		1142	196

Source: Authors compilation

3.4.5 Data Analyzing

Data are quantified, verified, and statistically manipulated. In this study, garment customer satisfaction is dependent variable and the variables of the extended components of marketing mix (latent variables) in banks are independent variables. So, this study has conducted the inferential research analysis. The t-test, Pearson correlation analysis, and regression analysis are all examples of inferential analysis. The data is analyzed and interpreted using the Statistical Package for Social Sciences (SPSS) version 22.0.

4. Findings of the Study

The study's aim is to look into the effects of extended components of marketing mix in banks to determine the right marketing mix settings that influence garment customers' satisfaction in the banking industry. This section provides a description of the bank respondents, statistical characteristics of the sample, interpretation and a summary of the statistical results.

Table 2. Frequency of the Sample

Banks		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rupali Bank Limited	100	51.0	51.0	51.0
	National Bank Ltd.	37	18.9	18.9	69.9
	Uttara Bank Ltd.	41	20.9	20.9	90.8
	AB Bank Ltd.	18	9.2	9.2	100
	Total	196	100.0	100.0	

Source: Survey Data

The selected respondents reveal that the public bank is represented by the majority of respondents (51%) slightly ahead of the private bank (49%). It has been because of applying the proportion sample size determination technique. The frequency distribution of respondents shows that most of 100 out of total 196 respondents counting in percentage 51% is from Rupali bank limited, whereas, the least only 18 respondents has been selected from AB bank limited as per the formula used for dividing the sample size in each commercial bank. The latent variables and their observable indicators are presented in Table 3 below. A comprehensive analysis of the literature and the study of definitions is conducted on the final collection of 17 items.

Table 3. The Latent Variables and Their Observable Indicators

Constructs	Latent /Observable variables	The variables of
People	EC: employees' competence	(Rajh, & Došen, 2009; Dabholkar et al., 2002, Kraniias, & Bourlessa, 2013; Shanker, 2002; Jamal and Naser, 2002; Kumar, 2013; Kushwaha, & Agrawal, 2015; Othman et al., 2019)
	LCG: listen to customers grievances	
	PBS: professionalism of bank staffs	
	IBBE: interpersonal behavior of bank employees	
	PA: personal attention	
Process	WTH: willing to help	(Ben, 2018; Hossain et al., 2020; Kushwaha, & Agrawal, 2015; Rathod, 2016; Zeithaml et al., 2008; Liljander et al., 2006; Kivijarvi and
	ESRS: easy and smooth rendering services	
	GFD: good filing and documentation	

	SAYC: services at your convenience	Saarinen, 1995; Hoehle et al., 2012; Shamah, 2013; Sohn and Tadisina 2008;)
	FOS: fast online services	
	SDCM: sound deposit and capital management	
	EOAGLF: easy opening account and granting loan formalities	
Physical Evidence	MI: modern infrastructure	(Kushwaha, & Agrawal, 2015; Mohammad, 2015; Islam, & Rahman, 2015; Alfakhri, et al., 2018; Lovelock et al., 2007; Klaus and Maklan, 2012; Sohn and Tadisina, 2008; Basari et al., 2017)
	PBA: pleasant bank atmosphere	
	APF: available parking facilities	
	MT: use of modern technology	
	IED: interior and exterior design of the building	

Source: Literature Review

The scores of mean and standard deviation were used to assess all of the independent variables (extended components of marketing mix). On the basis of their computed mean values, the elements were ranked. Physical evidence received the highest mean score (M = 3.94), whereas process received the lowest mean score (M = 3.17), according to the study. Aside from this, respondents produced moderate mean scores in another component. It implies, among other things, that the process has more substantial variances.

For the study, seventeen variables with Eigen values greater than one are loaded. In multivariate samples, the Eigen values reflect a partition of the total variance. When the principal components analysis is performed on the correlation matrix, they add up to the number of variables. Eigen values for three factors are 3.655, 1.718, and 1.308. The factor analysis demonstrated on the overall cumulative variances 66.807 percent. It means more than 66% of the variance of the variables being captured by the three latent factors together that is for factor 1 (People), for factor 2 (Process), and for factor 3 (Physical Evidence) respectively.

Table 4. Measurement Model Summary

Construct	Items	Factor loading	AVE	CR	Eigen Value	Cronbach's α
People	EC	0.835	27.417	0.872	3.655	0.719
	PBS	0.750				
	LCG	0.744				
Process	EOAGLF	0.853	20.074	0.784	1.718	0.762
	ESRS	0.748				
	SAYC	0.726				
Physical Evidence	PBA	0.837	19.316	0.896	1.308	0.731
	MT	0.808				
	MI	0.815				

Note: AVE=average variance extracted, CR=composite reliability.

Source: Authors Calculation

The first constructfactor ‘People’ loaded three items ofemployee competence (EC), professionalism of bank staffs (PBS), and listen to customers’ grievances (LCG)that explained 27.417% of total variance; whereas the second constructfactor ‘Process’ loaded also three items of easy opening account and granting loan formalities (EOAGLF), easy and smooth rendering services (ESRS), and services at your convenience (SAYC) explained 20.074%, and the last constructfactor ‘Physical Evidence’ loaded the items of pleasant bank atmosphere (PBA), use of modern technology (MT), and modern infrastructure (MI) from the observable variablesand explained 19.316% of total variance.Both measured Cronbach's alpha values are higher than the generally accepted rule of thumb of 0.70 (Streiner, D. L., 2003), which indicates good internal consistency between items within each construct. Attributes of the extended components of marketing mix in service with a factor loading below 0.5 are not considered.

4.1 Pearson Correlation and Regression Analysis

Pearson Correlation is a statistical technique for determining the relationship between two or more variables over time. Correlation can range from +1 to -1, with values near +1 being strongly correlated and values near -1 being weakly correlated. The correlation coefficient (r) value ranged from 0.10 to 0.29, 0.30 to 0.49, and 0.50 to 1 means weak, moderate and strong respectively. The two-tailed statistical significance of the Bivariate (Pearson Correlation) method is tested at two levels: extremely significant ($p < .01$) and significant ($p < .05$).

Table 5. Correlation Analysis

Particulars		People (V ₁)	Process (V ₂)	Physical Evidence (V ₃)
Garment Customers’ Satisfaction	Pearson Correlation	0.896*	0.749**	0.823**
	Sig. (2-tailed)	0.019	0.044	0.026
	N	196	196	196

Note: **Significant at the 0.01 level (2- tailed); *Significant at the 0.05 level (2- tailed).

Source: Authors Calculation

The above table of Pearson correlation analysis showed that ‘People (V₁)’ has the highest correlation ($r = 0.896$) while ‘Physical Evidence (V₃)’ has possessed a rather low correlation ($r = 0.823$). On the other hand, ‘Process (V₂)’ has the least correlation ($r = 0.749$). The Pearson correlation result reveals that all of the independent variables are more or less positively correlated with customer satisfaction.

4.2 Hypothesis Testing

To address the hypotheses developed for this study and determine whether the extended components of marketing mix in banks significantly predict the garment customers’ satisfaction, multiple regression models are requested. In the model, customer satisfaction served as the dependent variable, predicted by three latent factors for the construct. Table 06 in the following demonstrates this.

Table 6. Multiple Regressions

Latent Construct	The Management Attitude	
	Beta	Sig. T
Factor 1: People	.278	2.84
Factor 2: Process	.019	-.053
Factor 3: Physical Evidence	.215	2.38
R²	0.675	
Sig. F	51.737	

Note: p-value < 0.001,
 a. Dependent Variable: Garment Customer Satisfaction.
 b. Selecting only cases for the Model.
 Source: Authors Calculation.

In the Model the three latent factors — People (t = 2.84, p-value < 0.001; β = 0.278), Process (t = -.053, p-value < 0.001; β = 0.019), and Physical Evidence (t = 2.38, p-value < 0.001; β = 0.215), are significant and supported the hypotheses. It also shows that the three factors can only explain 67 percent (R² = 0.675) of the respondents' comments on the extended components of marketing mix in banks. Based on the regression coefficient, every factor of the construct increases the customers' satisfaction except the 'Process' (t = -.053, p-value < 0.001; β = 0.019) which decreases the level of garment customers agreement by -.053 units on their satisfaction. So, it can be concluded that the factor- 'Process' is a very influential and instrumental as well as more or less affects the customers' satisfaction.

On the other hand, the value of F-test in the model is 51.737 which indicate a high F-value. But the p-value of 0.001 for the model is less than F value indicating that at least one independent variable can have an effect on garment customers' satisfaction. As a result, we can infer that the extended components of marketing mix in banks are substantially linked to consumer satisfaction by rejecting the conceptual model's entire null hypotheses. Hence, H₁, H₂ and H₃ have a positive more or less influence on garmentcustomers' satisfaction.

Table 7. Major Findings of the Study

Hypotheses	Supported	Not Supported
H ₁ : People-an extended component of marketing mix in banks, have a positive and significant effects on garment customers' satisfaction.	✓	
H ₂ : Process- an extended component of marketing mix in banks, has a positive and significant effects on garment customers' satisfaction.	✓	
H ₃ : Physical Evidence-an extended component of marketing mix in banks, has a positive and significant effects on garment customers' satisfaction.	✓	

Source: Authors generated

4.3 Managerial Implications

The study's findings indicate that there is a strong positive relationship between garment customer satisfaction and overall values of the extended components of marketing mix. So, bank management should consider the strategies of customer retention by providing and rendering thedesired services of garment customers.

The extended components of the service marketing mix for the garment industry should be carefully crafted by bank managers. In this study, the attributes of process, whether public or private commercial banks, is very instrumental for garment customer satisfaction. On the other hand, people and physical evidence are less important in this regard. The construct 'Process' element was measured by three items such as easy opening account and granting loan formalities (EOAGLF), easy and smooth rendering services (ESRS), and services at your convenience (SAYC). In order to achieve economies of scale and consistency of service to garment customer, the contact people often choose the process as a batch. However, bank management should prioritize catering to individuals or employees in service process so that garment customers feel unique and special one. So, bank should get every garment customer treated individually. Therefore, when designing and implementing marketing strategies in the service process, variables like customer engagement, degree of customer interaction, service delivery location, and service complexity should all be taken into account. However, the result is consistent with the findings of Ben, 2018; Hossain et al., 2020; Kushwaha, & Agrawal, 2015; Rathod, 2016. They showed that banking procedures should be client-oriented, convenience, simple and straightforward, as well as swift and dependable.

Since bank services are essentially intangible, garment customers sometimes test physical evidence using physical cues before choosing a bank. The construct 'Physical Evidence' retained the items such as pleasant bank atmosphere (PBA), use of modern technology (MT), and modern infrastructure (MI). As a result, banks should take these variables like ambience (temperature, lighting, noise, music, smell, and color); decors and artifacts (sign, symbol, logo, trademark); and Space (structure of building, design, area e.t.c) into account when developing their marketing strategies. The findings of this research are consistent with Kushwaha, & Agrawal, 2015; Mohammad, 2015; Islam, & Rahman, 2015; Alfakhri, et al., 2018 and Basari et al., 2017. They showed that Physical evidence must be carefully handled by service companies, since it can have a direct effect on consumers' perceptions.

Moreover, the results of the study suggest that there is a strong positive correlation between contact personnel and garment customer satisfaction. The first construct factor 'People' loaded three items like employee competence (EC), professionalism of bank staffs (PBS), and listen to customers' grievances (LCG). In this case, bank can engage high contact skilled and professional personnel. They are required when the interaction of the garment customers' physical presence with the employees is for longer times. Because retaining existing garment consumers is more profitable than acquiring new ones. It provides different kinds of benefits like ample sales, more frequent repeat sales, positive word-of-mouths, insulation from price competition, and sustainable growth for investors. The findings of this research are consistent with Jamal and Naser, 2002; Kumar, 2013; Kushwaha, & Agrawal, 2015; and Othman et al., 2019. They showed that customer loyalty is significantly boosted by people who value personal attention, interpersonal care, and willingness to help.

These attributes of the extended components of marketing mix, as well as the other elements of the service marketing mix (product, price, place, promotion) affect garment customer satisfaction. As a result, bank management should ensure that other marketing mix components such as product, price, place, and promotion are being tailored to their distinct needs and characteristics. Moreover, bank management should continue to relentless look for new observable variables while enhancing

the existing ones in order to develop effective marketing strategies for meeting and retaining their customers.

Finally, bank management should also be aware of the importance of its employees in fostering positive interactions, trust, protection, and the highest level of good faith between the service provider, the service rendering process, and the service recipients.

5. Conclusion

To the best of the authors' knowledge, this is one of the first studies in Bangladesh to look at the effect of extended components of marketing mix in banks on garment customer satisfaction. To do this, it has endeavored to identify the characteristics of expanded components of the marketing mix for enhancing customer satisfaction, based on which banks may develop efficient marketing strategies. As a study related to assessing the influence of marketing mix in banks to increase garment customer satisfaction, the research is significant in terms of theoretical and managerial contribution. On the theoretical views, the study can contribute to the existing body of knowledge as a maiden study of garment customer satisfaction and work as a stand-alone piece of the foundation that further studies can be developed. From the managerial views, the results of the research can carry important managerial ramifications providing the bank with a greater understanding of management influence of marketing mix in banks to find out appropriate strategies required to better banking practices to entice garment customers. As a result, it should help bank management of Bangladesh to develop more precise, targeted strategies relating to the extended components of marketing mix in banks to increase more satisfaction for the profitable segment of garment customers. Despite its strengths, the study has a few flaws. However, several constraints must be taken into account because they may have an impact on the generality of research findings. First, the study only looked at customer satisfaction in the garment industry, making the findings difficult to generalize. As a result, the outcomes may differ between different groups of garment customers. Second, the survey exclusively employs bank clients of garment industry as respondents, omitting bank managers and staff. Third, this study's respondents are all urban dwellers. In an expanded version of this study, a larger sample size should be explored, including persons from rural areas and other portions of the country as a whole. As a result, the findings of this study may differ slightly from those of future research. So, future study in this sector will most likely focus on more exact results.

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